

ABSTRACT OF THE DISCLOSURE

An image display medium comprising a pair of substrates disposed opposed to each other and a group of at least two kinds of particles enclosed in the gap between the pair of substrates, at least one of the two or more kinds of particles being capable of being positively charged and at least the others being capable of being negatively charged and the particles capable of being positively and negatively charged having different colors, wherein both the particles capable of being positively and negatively charged have a shape factor of from greater than 100 to not greater than 140 as determined by the following equation:

$$\text{Shape factor} = (L^2/S)/4\pi \times 100$$

where S is the area of particle; and L is the perimeter of particle, and an image forming device comprising same.